

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1 - 6 (canceled)

1 Claim 7 (currently amended): The computer-implemented method of
2 claim 73 ~~[[\pm]]~~ wherein the act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information stored in association with the ~~[[for~~
5 ~~an]]~~ ad includes populating at least some content of ~~[[a]]~~ the
6 creative information of the ad.

1 Claim 8 (currently amended): The computer-implemented method of
2 claim 73 ~~[[\pm]]~~ wherein the act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information stored in association with the ~~[[for~~
5 ~~an]]~~ ad includes suggesting at least some content of ~~[[a]]~~ the
6 creative information of the ad to an advertiser.

1 Claim 9 (currently amended): A computer-implemented method
2 comprising:
3 a) receiving, by a computer system including at least one
4 computer, a search query;
5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document associated with a domain
9 identifier such that when a user selects a search result,
10 the linked document is provided to the user;
11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;

13 d) storing, by the computer system in response to the
14 received user selection of the one of the plurality of
15 search results, an association of the domain identifier of
16 the linked document and information of the search query;
17 e) repeating acts (a) through (d);
18 f) aggregating, by the computer system, stored
19 associations of domain identifiers and information of
20 search queries to generate a set of aggregated domain
21 identifier-to-search query information associations;
22 g) storing, by the computer system, the set of aggregated
23 domain identifier-to-search query information associations,
24 wherein the search query information includes at least one
25 of (A) one or more terms and (B) one or more phrases
26 extracted from the search query;
27 h) accepting, by the computer system and as an advertiser
28 input, the [[a]] domain identifier;
29 [[b+]] i) obtaining, by the computer system using the
30 accepted domain identifier, [[to obtain]] at least one of
31 the (A) one or more terms and (B) one or more phrases from
32 the stored set of aggregated domain identifier-to-search
33 query information associations; [[and]]
34 [[e+]] j) providing, by the computer system, the obtained
35 at least one of the (A) one or more terms and (B) one or
36 more phrases as ad information stored in association with
37 [[for]] an ad, wherein the ad has a landing page document,
38 and wherein the landing page document belongs to [[the]] a
39 domain identified by the domain identifier; and
40 k) controlling, by the computer system, a serving of the
41 ad using the at least one of the (A) one or more terms and
42 (B) one or more phrases, stored in association with the ad
43 as the targeting information.

1 Claim 10 (currently amended): The computer-implemented method
2 of claim 9 wherein the landing page document is a Web page, and
3 wherein the domain is a Website which includes the Web page.

1 Claim 11 (currently amended): The computer-implemented method
2 of claim 10 wherein the domain identifier is a universal
3 resource locator.

1 Claim 12 (currently amended): The computer-implemented method
2 of claim 9 wherein the act of using the accepted domain
3 identifier to obtain at least one of the (A) one or more terms
4 and (B) one or more phrases uses ~~[[information which stores]]~~
5 the stored set of aggregated ~~[[associations of]]~~ domain
6 identifier-to-search query information ~~[[to domains]]~~ including
7 ~~[[selected documents]]~~ the user selection of the one of the
8 plurality of search results.

1 Claim 13 (currently amended): The computer-implemented method
2 of claim 9 wherein the act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information for ~~[[an]]~~ the ad includes populating
5 ~~[[keyword]]~~ the targeting information of the ad with at least a
6 keyword.

1 Claim 14 (currently amended): The computer-implemented method
2 of claim 9 wherein the act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information for ~~[[an]]~~ the ad includes suggesting
5 ~~[[keyword]]~~ the targeting information with at least a keyword to
6 an advertiser.

1 Claim 15 (currently amended): The computer-implemented method
2 of claim 74 ~~[[9]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ~~[[ad]]~~ the targeting information ~~[[for~~
5 ~~an]]~~ in association with the ad includes populating at least
6 some content of ~~[[a]]~~ the creative information of the ad.

1 Claim 16 (currently amended): The computer-implemented method
2 of claim 74 ~~[[9]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ~~[[ad]]~~ the targeting information ~~[[for~~
5 ~~an]]~~ in association with the ad includes suggesting at least
6 some content of ~~[[a]]~~ the creative information of the ad to an
7 advertiser.

1 Claim 17 (currently amended): A computer-implemented method
2 comprising:

- 3 a) receiving, by a computer system including at least one
4 computer, a search query;
- 5 b) generating, by the computer system in response to the
6 received search query, a document including a plurality of
7 search results, each of the plurality of search results
8 being linked to a linked document such that when a user
9 selects a search result, the linked document is provided to
10 the user;
- 11 c) receiving, by the computer system, a user selection of
12 one of the plurality of search results;
- 13 d) storing, by the computer system in response to [[a]]
14 the received user selection of [[a search result generated
15 by a search query, and corresponding to a linked document]]
16 the one of the plurality of search results, an association

17 of ~~[[information]]~~ a document identifier of the linked
18 document and information of the search query;
19 e) repeating acts (a) through (d);
20 ~~[[b+]]~~ f) aggregating, by the computer system, stored
21 associations of ~~[[information of documents]]~~ document
22 identifiers and information of search queries to generate a
23 set of aggregated document ~~[[information]]~~ identifier-to-
24 search query information associations; ~~[[and]]~~
25 ~~[[e+]]~~ g) storing, by the computer system, the set of
26 aggregated document ~~[[information]]~~ identifier-to-search
27 query information associations, wherein the search query
28 information includes at least one of (A) one or more terms
29 and (B) one or more phrases extracted from the search
30 query;
31 h) accepting, by the computer system and as an advertiser
32 input, the document identifier;
33 i) obtaining, by the computer system using the accepted
34 document identifier, at least one of the (A) one or more
35 terms and (B) one or more phrases from the stored set of
36 aggregated document identifier-to-search query information
37 associations;
38 j) storing, by the computer system, the obtained at least
39 one of the (A) one or more terms and (B) one or more
40 phrases as targeting information in association with an ad,
41 wherein the ad has a landing page document provided to a
42 user in response to a user selection of the ad, and wherein
43 the landing page document corresponds to the document
44 identifier; and
45 k) controlling, by the computer system, a serving of the
46 ad using the at least one of the (A) one or more terms and
47 (B) one or more phrases, stored in association with the ad
48 as the targeting information.

1 Claim 18 (currently amended): The computer-implemented method
2 of claim 17 wherein the ~~[[information]]~~ association of the
3 document identifier of the linked document ~~[[is a document~~
4 ~~identifier]]~~ with the search query information includes at least
5 one of (A) one or more pairs of term and term count and (B) one
6 or more pairs of phrase and phrase count.

1 Claim 19 (currently amended): The computer-implemented method
2 of claim 18 wherein the linked document is a Web page.

1 Claim 20 (currently amended): The computer-implemented method
2 of claim 18 wherein the document identifier is a universal
3 resource locator.

1 Claim 21 (currently amended): The computer-implemented method of
2 claim 17 wherein the search query information of the linked
3 document is associated with a domain identifier, and wherein
4 ~~[[the]]~~ a domain of the domain identifier includes the linked
5 document.

1 Claim 22 (currently amended): The computer-implemented method
2 of claim 21 wherein the linked document is a Web page and
3 wherein the domain of the domain identifier is a Website.

1 Claim 23 (currently amended): The computer-implemented method
2 of claim 17 wherein the search query information includes at
3 least ~~[[one]]~~ two of (A) one or more terms and (B) one or more
4 phrases.

1 Claim 24 (currently amended): The computer-implemented method
2 of claim 17 wherein the search query information includes at

- 3 least one of (A) one or more pairs of term and term count and
4 (B) one or more pairs of phrase and phrase count.

Claim 25 (canceled)

- 1 Claim 26 (currently amended): The computer-implemented method
2 of claim 17 ~~[[25]]~~ wherein the linked document is a Web page.

- 1 Claim 27 (currently amended): The computer-implemented method
2 of claim 26 wherein the document identifier is a universal
3 resource locator.

- 1 Claim 28 (currently amended): The computer-implemented method
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 populating ~~[[keyword]]~~ the targeting information of the ad with
6 at least a keyword.

- 1 Claim 29 (currently amended): The computer-implemented method
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 suggesting ~~[[keyword]]~~ the targeting information with at least a
6 keyword to an advertiser.

- 1 Claim 30 (currently amended): The computer-implemented method
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 populating at least some content of a creative of the ad.

1 Claim 31 (currently amended): The computer-implemented method
2 of claim 17 ~~[[25]]~~ wherein the act of ~~[[providing]]~~ storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 suggesting at least some content of a creative of the ad to an
6 advertiser.

Claims 32 - 47 (canceled)

1 Claim 48 (currently amended): The apparatus of claim 75 ~~[[42]]~~
2 wherein the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information ~~[[for-an]]~~ in association with the ad
5 includes ~~[[include-means-for]]~~ populating at least some content
6 of ~~[[a]]~~ the creative information of the ad.

1 Claim 49 (currently amended): The apparatus of claim 75 ~~[[42]]~~
2 wherein the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at
3 least one of the (A) one or more terms and (B) one or more
4 phrases as ad information ~~[[for-an]]~~ in association with the ad
5 includes ~~[[include-means-for]]~~ suggesting at least some content
6 of ~~[[a]]~~ the creative information of the ad to an advertiser.

1 Claim 50 (currently amended): Apparatus comprising:
2 a) at least one processor;
3 b) an input ~~[[for-accepting-a-domain-identifier]]~~; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 ~~[[b)-means-for]]~~ 1) generating, in response to the
8 received search query, a document including a
9 plurality of search results, each of the plurality of

10 search results being linked to a linked document
11 associated with a domain identifier such that when a
12 user selects a search result, the linked document is
13 provided to the user,
14 2) receiving a user selection of one of the plurality
15 of search results,
16 3) storing, in response to the received user
17 selection of the one of the plurality of search
18 results, an association of the domain identifier of
19 the linked document and information of the search
20 query,
21 4) repeating acts (1) through (4),
22 5) aggregating stored associations of domain
23 identifiers and information of search queries to
24 generate a set of aggregated domain identifier-to-
25 search query information associations,
26 6) storing the set of aggregated domain identifier-
27 to-search query information associations, wherein the
28 search query information includes at least one of (A)
29 one or more terms and (B) one or more phrases
30 extracted from the search query,
31 7) accepting, as an advertiser input, the domain
32 identifier,
33 8) obtaining at least one of the (A) one or more
34 terms and (B) one or more phrases from the stored set
35 of aggregated domain identifier-to-search query
36 information associations, using the accepted domain
37 identifier, [[~~+~~and]]
38 9) [[~~e~~ means ~~for~~]] providing the obtained at least
39 one of the (A) one or more terms and (B) one or more
40 phrases as ad information in association with [[~~for~~]]
41 an ad, wherein the ad has a landing page document, and

42 wherein the landing page document belongs to ~~[[the]]~~ a
43 domain identified by the domain identifier, and
44 10) controlling a serving of the ad using the at
45 least one of the (A) one or more terms and (B) one or
46 more phrases, stored in association with the ad as the
47 targeting information.

1 Claim 51 (currently amended): The apparatus of claim 50 wherein
2 the landing page document is a Web page, and wherein the domain
3 is a Website which includes the Web page.

1 Claim 52 (original): The apparatus of claim 51 wherein the
2 domain identifier is a universal resource locator.

1 Claim 53 (currently amended): The apparatus of claim 50 wherein
2 the ~~[[means-for]]~~ act of obtaining at least one of ~~the~~ (A) one
3 or more terms and (B) one or more phrases, ~~[[use-information~~
4 ~~which-stores]]~~ uses the stored set of aggregated [[associations
5 ~~of]]~~ domain identifier-to-search query information ~~[[to~~
6 ~~domains]]~~ including ~~[[selected-documents]]~~ the user selection of
7 the one of the plurality of search results.

1 Claim 54 (currently amended): The apparatus of claim 50 wherein
2 the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at least one
3 of ~~the~~ (A) one or more terms and (B) one or more phrases as ad
4 information for ~~[[an]]~~ the ad includes ~~[[include-means-for]]~~
5 populating ~~[[keyword]]~~ the targeting information of the ad with
6 at least a keyword.

1 Claim 55 (currently amended): The apparatus of claim 50 wherein
2 the ~~[[means-for]]~~ act of providing the ~~[[obtained]]~~ at least one
3 of ~~the~~ (A) one or more terms and (B) one or more phrases as ad

4 information for ~~[[an]]~~ the ad includes ~~[[include means for]]~~
5 suggesting ~~[[keyword]]~~ targeting information with at least a
6 keyword to an advertiser.

1 Claim 56 (currently amended): The apparatus of claim 76 ~~[[50]]~~
2 wherein the ~~[[means for]]~~ act of storing ~~[[providing]]~~ the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ~~[[ad]]~~ the targeting information for
5 ~~[[an]]~~ the ad includes ~~[[include means for]]~~ populating at least
6 some content of ~~[[a]]~~ the creative information of the ad.

1 Claim 57 (currently amended): The apparatus of claim 76 ~~[[50]]~~
2 wherein the ~~[[means for]]~~ act of providing the obtained at least
3 one of (A) one or more terms and (B) one or more phrases as ad
4 information for an ad includes ~~[[include means for]]~~ suggesting
5 at least some content of a creative of the ad to an advertiser.

1 Claim 58 (currently amended): Apparatus comprising:
2 a) at least one processor;
3 b) an input; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 ~~[[means for]]~~ 1) receiving a search query,
8 2) generating, in response to the received search
9 query, a document including a plurality of search
10 results, each of the plurality of search results being
11 linked to a linked document such that when a user
12 selects a search result, the linked document is
13 provided to the user,
14 3) receiving a user selection of one of the plurality
15 of search results,

16 4) storing, in response to [[a]] the received user
17 selection of ~~[[a search result generated by a search~~
18 query, and corresponding to a linked document]] the
19 one of the plurality of search results, an association
20 of [[information]] a document identifier of the linked
21 document and information of the search query[[+]],
22 5) repeating acts (1) through (4),
23 6) ~~[[b) means for]]~~ aggregating stored associations
24 of ~~[[information of documents]]~~ document identifiers
25 and information of search queries to generate a set of
26 aggregated document [[information]]
27 identifier-to-search query information
28 associations, ~~[[+ and]]~~
29 7) ~~[[e) means for]]~~ storing the set of aggregated
30 document [[information]] identifier-to-search query
31 information associations, wherein the search query
32 information includes at least one of (A) one or more
33 terms and (B) one or more phrases extracted from the
34 search query,
35 8) accepting as an advertiser input, the document
36 identifier,
37 9) obtaining, using the accepted document identifier,
38 at least one of the (A) one or more terms and (B) one
39 or more phrases from the stored set of aggregated
40 document identifier-to-search query information
41 associations,
42 10) storing the obtained at least one of the (A) one
43 or more terms and (B) one or more phrases as targeting
44 information in association with an ad, wherein the ad
45 has a landing page document provided to a user in
46 response to a user selection of the ad, and wherein

47 the landing page document corresponds to the document
48 identifier, and
49 11) controlling a serving of the ad using the at
50 least one of the (A) one or more terms and (B) one or
51 more phrases, stored in association with the ad as the
52 targeting information.

1 Claim 59 (currently amended): The apparatus of claim 58 wherein
2 the ~~[[information]]~~ association of the document identifier of
3 the linked document ~~[[is a document identifier]]~~ with the search
4 query information includes at least one of (A) one or more pairs
5 of term and term count and (B) one or more pairs of phrase and
6 phrase count.

1 Claim 60 (currently amended): The apparatus of claim 59 wherein
2 the linked document is a Web page.

1 Claim 61 (original): The apparatus of claim 59 wherein the
2 document identifier is a universal resource locator.

1 Claim 62 (currently amended): The apparatus of claim 58 wherein
2 the search query information of the linked document is
3 associated with a domain identifier, and wherein ~~[[the]]~~ a
4 domain of the domain identifier includes the linked document.

1 Claim 63 (currently amended): The apparatus of claim 62 wherein
2 the linked document is a Web page and wherein the domain of the
3 domain identifier is a Website.

1 Claim 64 (currently amended): The apparatus of claim 58 wherein
2 the search query information includes at least ~~[[one]]~~ two of
3 the (A) one or more terms and (B) one or more phrases.

1 Claim 65 (currently amended): The apparatus of claim 58 wherein
2 the search query information includes at least one of (A) one or
3 more pairs of term and term count and (B) one or more pairs of
4 phrase and phrase count.

Claim 66 (canceled)

1 Claim 67 (currently amended): The apparatus of claim 58 ~~[[66]]~~
2 wherein the linked document is a Web page.

1 Claim 68 (original): The apparatus of claim 67 wherein the
2 document identifier is a universal resource locator.

1 Claim 69 (currently amended): The apparatus of claim 58 ~~[[66]]~~
2 wherein the ~~[[means for providing]]~~ act of storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 ~~[[include means for]]~~ populating ~~[[keyword]]~~ the targeting
6 information of the ad with at least a keyword.

1 Claim 70 (currently amended): The apparatus of claim 58 ~~[[66]]~~
2 wherein the ~~[[means for providing]]~~ act of storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 ~~[[include means for]]~~ suggesting ~~[[keyword]]~~ the targeting
6 information with at least a keyword to an advertiser.

1 Claim 71 (currently amended): The apparatus of claim 58 ~~[[66]]~~
2 wherein the ~~[[means for providing]]~~ act of storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes

5 ~~[[include means for]]~~ populating at least some content of ~~[[a]]~~
6 the creative information of the ad.

1 Claim 72 (currently amended): The apparatus of claim 58 ~~[[66]]~~
2 wherein the ~~[[means for providing]]~~ act of storing the
3 ~~[[obtained]]~~ at least one of the (A) one or more terms and (B)
4 one or more phrases as ad information for ~~[[an]]~~ the ad includes
5 ~~[[include means for]]~~ suggesting at least some content of ~~[[a]]~~
6 the creative information of the ad to an advertiser.

1 Claim 73 (new): A computer-implemented method comprising:
2 a) receiving, by a computer system including at least one
3 computer, a search query;
4 b) generating, by the computer system in response to the
5 received search query, a document including a plurality of
6 search results, each of the plurality of search results
7 being linked to a linked document associated with a domain
8 identifier such that when a user selects a search result,
9 the linked document is provided to the user;
10 c) receiving, by the computer system, a user selection of
11 one of the plurality of search results;
12 d) storing, by the computer system in response to the
13 received user selection of the one of the plurality of
14 search results, an association of the domain identifier of
15 the linked document and information of the search query;
16 e) repeating acts (a) through (d);
17 f) aggregating, by the computer system, stored
18 associations of domain identifiers and information of
19 search queries to generate a set of aggregated domain
20 identifier-to-search query information associations;
21 g) storing, by the computer system, the set of aggregated
22 domain identifier-to-search query information associations,

23 wherein the search query information includes at least one
24 of (A) one or more terms and (B) one or more phrases
25 extracted from the search query;
26 h) accepting, by the computer system and as an advertiser
27 input, the domain identifier;
28 i) obtaining, by the computer system using the accepted
29 domain identifier, at least one of the (A) one or more
30 terms and (B) one or more phrases from the stored set of
31 aggregated domain identifier-to-search query information
32 associations;
33 j) providing, by the computer system, the obtained at
34 least one of the (A) one or more terms and (B) one or more
35 phrases as ad information stored in association with an ad,
36 wherein the ad has a landing page document, and wherein the
37 landing page document belongs to a domain identified by the
38 domain identifier;
39 k) generating, by the computer system, creative
40 information of the ad using the at least one of the (A) one
41 or more terms and (B) one or more phrases as content of the
42 ad; and
43 l) serving, by the computer system, the generated creative
44 information of the ad.

1 Claim 74 (new): A computer-implemented method comprising:
2 a) receiving, by a computer system including at least one
3 computer, a search query;
4 b) generating, by the computer system in response to the
5 received search query, a document including a plurality of
6 search results, each of the plurality of search results
7 being linked to a linked document such that when a user
8 selects a search result, the linked document is provided to
9 the user;

10 c) receiving, by the computer system, a user selection of
11 one of the plurality of search results;
12 d) storing, by the computer system in response to the
13 received user selection of the one of the plurality of
14 search results, an association of a document identifier of
15 the linked document and information of the search query;
16 e) repeating acts (a) through (d);
17 f) aggregating, by the computer system, stored
18 associations of document identifiers and information of
19 search queries to generate a set of aggregated document
20 identifier-to-search query information associations;
21 g) storing, by the computer system, the set of aggregated
22 document identifier-to-search query information
23 associations, wherein the search query information includes
24 at least one of (A) one or more terms and (B) one or more
25 phrases extracted from the search query;
26 h) accepting, by the computer system and as an advertiser
27 input, the document identifier;
28 i) obtaining, by the computer system using the accepted
29 document identifier, at least one of the (A) one or more
30 terms and (B) one or more phrases from the stored set of
31 aggregated document identifier-to-search query information
32 associations;
33 j) storing, by the computer system, the obtained at least
34 one of the (A) one or more terms and (B) one or more
35 phrases as targeting information in association with an ad,
36 wherein the ad has a landing page document provided to a
37 user in response to a user selection of the ad, and wherein
38 the landing page document corresponds to the document
39 identifier;
40 k) generating, by the computer system, creative
41 information of the ad using the obtained at least one of

42 (A) one or more terms and (B) one or more phrases as
43 content of the ad; and
44 1) serving, by the computer system, the generated creative
45 information of the ad.

1 Claim 75 (new): Apparatus comprising:

2 a) at least one processor;
3 b) at least an input for receiving a search query; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 1) generating, in response to the received search
8 query, a document including a plurality of search
9 results, each of the plurality of search results being
10 linked to a linked document associated with a domain
11 identifier such that when a user selects a search
12 result, the linked document is provided to the user,
13 2) receiving a user selection of one of the plurality
14 of search results,
15 3) storing, in response to the received user
16 selection of the one of the plurality of search
17 results, an association of the domain identifier of
18 the linked document and information of the search
19 query,
20 4) repeating acts (1) through (3),
21 5) aggregating stored associations of domain
22 identifiers and information of search queries to
23 generate a set of aggregated domain identifier-to-
24 search query information associations,
25 6) storing the set of aggregated domain identifier-
26 to-search query information associations, wherein the
27 search query information includes at least one of (A)

28 one or more terms and (B) one or more phrases
29 extracted from the search query,
30 7) accepting, as an advertiser input, the domain
31 identifier,
32 8) obtaining at least one of the (A) one or more
33 terms and (B) one or more phrases from the stored set
34 of aggregated domain identifier-to-search query
35 information associations, using the accepted domain
36 identifier,
37 9) providing the obtained at least one of the (A) one
38 or more terms and (B) one or more phrases as ad
39 information in association with an ad, wherein the ad
40 has a landing page document, and wherein the landing
41 page document belongs to a domain identified by the
42 domain identifier,
43 10) generating creative information of the ad using
44 the obtained at least one of (A) one or more terms and
45 (B) one or more phrases as content of the ad, and
46 11) serving the generated creative information of the
47 ad.

1 Claim 76 (new): Apparatus comprising:

2 a) at least one processor;
3 b) at least an input; and
4 c) at least one storage device storing processor
5 executable instructions which, when executed by the at
6 least one processor, perform a method including
7 1) receiving a search query,
8 2) generating, in response to the received search
9 query, a document including a plurality of search
10 results, each of the plurality of search results being
11 linked to a linked document such that when a user

12 selects a search result, the linked document is
13 provided to the user,
14 3) receiving a user selection of one of the plurality
15 of search results,
16 4) storing, in response to the received user
17 selection of the one of the plurality of search
18 results, an association of a document identifier of
19 the linked document and information of the search
20 query,
21 5) repeating acts (1) through (4),
22 6) aggregating stored associations of document
23 identifiers and information of search queries to
24 generate a set of aggregated document identifier to
25 search query information associations,
26 7) storing the set of aggregated document identifier-
27 to-search query information associations, wherein the
28 search query information includes at least one of (A)
29 one or more terms and (B) one or more phrases
30 extracted from the search query,
31 8) accepting as an advertiser input, the document
32 identifier,
33 9) obtaining, using the accepted document identifier,
34 at least one of the (A) one or more terms and (B) one
35 or more phrases from the stored set of aggregated
36 document identifier-to-search query information
37 associations,
38 10) storing the obtained at least one of the (A) one
39 or more terms and (B) one or more phrases as targeting
40 information in association with an ad, wherein the ad
41 has a landing page document provided to a user in
42 response to a user selection of the ad, and wherein

43 the landing page document corresponds to the document
44 identifier,
45 11) generating creative information of the ad using
46 the obtained at least one of (A) one or more terms and
47 (B) one or more phrases as content of the ad, and
48 12) serving the generated creative information of the
49 ad.